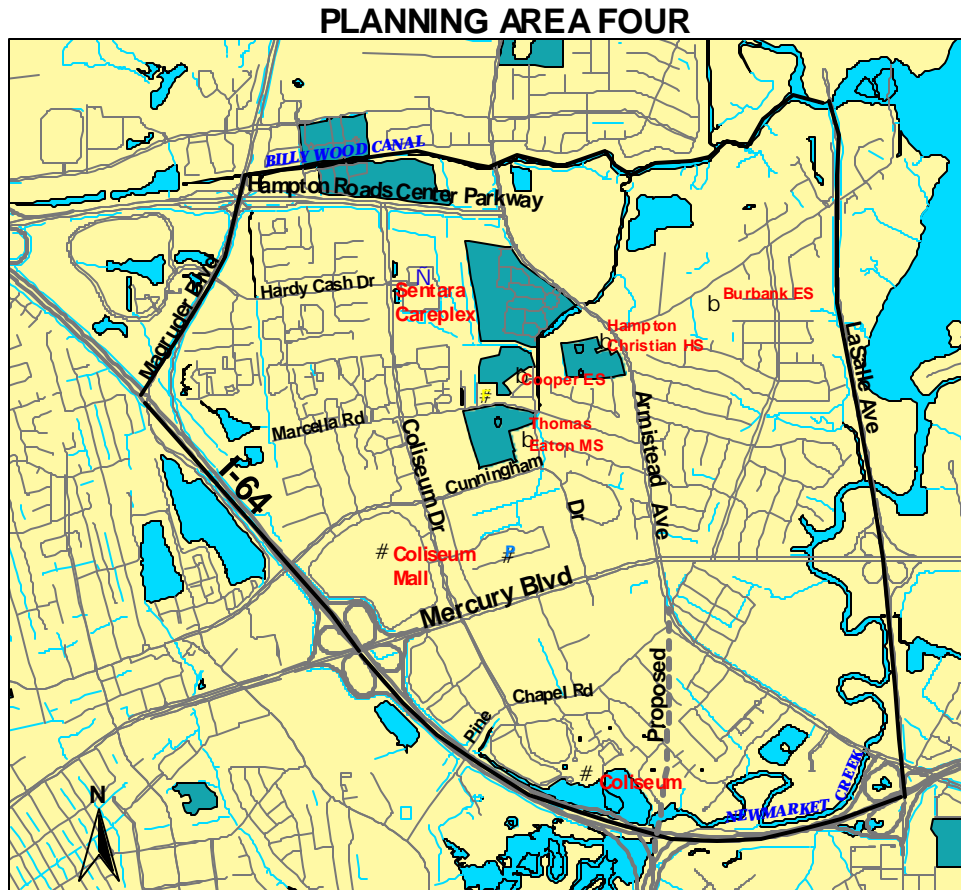


PLANNING AREA FOUR

Planning Area Four is bounded by Tide Mill Creek to the north, LaSalle Avenue to the east, Interstate 64 to the south, and Magruder Boulevard to the west. Its most distinguished characteristic is the large concentration of commercial landuse, commonly known as Mercury Central or Coliseum Central.



Land Use

- Formulate and adopt a plan for Mercury Central to ensure its place as a dominant regional retail/commercial district. **(Complete)**
- Implement area-wide rezonings to reflect the area's commercial/mixed-use future, eliminating most single-family zoning.
- Adopt a mixed-use/retail zoning district to enhance Mercury Central's role in the region.
- Prepare a land use study for the area south of Pine Chapel Road (Mercury Central South) in anticipation of the changes to occur once the Interstate 664 extension is implemented.

- Acquire “urban park” sites in Mercury Central North and Mercury Central South.

Transportation

FC – Functional Classification:

Art – arterial

Col – collector

Exp – expressway

Loc – local

TF – Time Frame

S – short

I – intermediate

L – long

CT – Current Road Type

PT – Proposed Road Type

2U – 2 lanes, undivided

4U – 4 lanes, undivided

5U – 5 lanes, undivided

2D – 2 lanes, divided

4D – 4 lanes, divided

5D – 5 lanes, divided

6D – 6 lanes, divided

8D – 8 lanes, divided

STREET	FROM	TO	FC	CT	PT	TF
Armistead Av.	I-664 Conn.	HRC Pkwy.	Art	4D	6D	I
Coliseum Dr.	Marcella Rd.	Hardy Cash Dr.	Art		4D	S
Coliseum Dr.	Hardy Cash Dr.	HRC Pkwy.	Art		4D	I
Coliseum Dr.	HRC Pkwy.	Butler Farm Rd.	Art		4D	I
Cunningham Dr.	Executive Dr.	Lakeshore Dr.	Art	4D	4D	I
Cunningham Dr.	Executive Dr.	Mercury Blvd.	Art	4U	4D	I
Cunningham Dr.	Mercury Blvd.	Pine Chapel Rd.	Art		4D	I
Hardy Cash Dr.	Peabody Dr.	Coliseum Dr.	Col		4U	S
Hardy Cash Dr.	Coliseum Dr.	Armistead Av.	Col		4U	S
Interstate 64	Bridge Tunnel	NN City Line	Exp	4D/ 6D	8D	L
Interstate 664	Interstate 64	Armistead Av.	Exp		4D	S
Lake Hampton Dr.	Armistead Av.	Freeman Dr.	Art		4D	I
Mercury Bl.	King St.	NN City Line	Art	4D/ 6D	8D	S

Pine Chapel Rd.	Saville Row	Armistead Av.	Art	2U	4U	I
Queen St. – Magruder Blvd. Connector	Pine Chapel Rd.	Magruder Blvd.	Art		4D	L
Queen St. – Coliseum Dr. Connector	Queen St.	Freeman Dr.	Art		4D	L
Queen St. – Coliseum Dr. Connector	Freeman Dr.	Coliseum Dr.	Art		4D	L

Community Facilities

- Fully utilize all school grounds and buildings as neighborhood or community parks and recreation centers. **(Burbank Elementary School complete)**
- Acquire open space north and south of Mercury Boulevard for urban parks to offset the intensity of development in Mercury Central.
- Acquire and develop a public park along the north side of Newmarket Creek to provide access to the creek.
- Include Armistead Avenue and Coliseum Drive in the parkway system.
- Developable property east of Armistead Avenue, which would have been in the path of the eastern extension of the Hampton Roads Center Parkway, should be acquired as public open space. These lands shall be developed as public parks and no portion of these lands shall be developed for any other purpose without a formal amendment to this Element of the adopted Comprehensive Plan. **(Armistead Pointe Park Master Plan complete)**
- Provide bike lanes along sections of North King Street, Armistead Avenue, Pine Chapel Road, Coliseum Drive, Marcella Drive, Tide Mill Lane and the Hampton Roads Center Parkway.

Housing

- Relocate Pine Chapel tenants in a dispersed manner; demolish the project. The site should not be used for new housing or solely as a parking facility.
- Require all future residential development north of Marcella Road to be high-density.
- Monitor the condition of multi-family developments. Develop programs to ensure that older developments continue to be well maintained.

- Prohibit commercial and inappropriate residential development in or around established single-family neighborhoods east of North Armistead Avenue and along Marcella Road.
- Redevelop residential land uses between the Coliseum and North Armistead Avenue for nonresidential uses. As discussed earlier, work to provide adequate replacement housing for residents within other parts of the city. Buffer neighborhoods which choose to remain from redeveloped nonresidential uses.

Environment

- Develop a storm water management plan for Billy Wood Canal which drains much of the remaining undeveloped land in this Planning Area.
- Develop the canoe trail and nature preserve system along Newmarket Creek. Protect environmentally sensitive wetlands through acquisition of conservation easements or land acquisition.
- Acquire land for a park on North Armistead Avenue to protect adjoining water bodies and wetlands. **(Complete)**

Urban Design

- Utilize Newmarket Creek for public enjoyment.
 - Provide attractive paths to Newmarket Creek.
 - Promote canoe activities with access points to the Creek.
- Continue to guard against the decline in appearance of older, established neighborhoods.
 - Include urban design elements in any future public improvements to these neighborhoods.
 - Design distinct borders or barriers between commercial and residential uses.
 - Design streetscapes in residential areas that differ from streetscapes in commercial areas.
- Provide Mercury Boulevard's commercial core with special landscape treatment to connote a sense of place.
 - Formulate and implement a coordinated approach to the design and siting of elements such as streetlights, public signs, traffic lights, utility lines, and other streetscape elements.
- Provide all major road rights-of-way with coordinated landscape treatments in order to provide a thread of visual unity to the area.
- Develop Coliseum Drive as the major boulevard within Mercury Central.

- Design the physical dimensions and appearance of Coliseum Drive between the Hampton Roads Center Parkway and the Coliseum to create a grand boulevard suitable for ceremonial events.
 - Mark the terminus of Coliseum Drive at Pine Chapel Road with a public plaza.
 - Designate Coliseum Drive as a central core of the Mercury Central District (“CED,” Coliseum Entertainment District).
- Accentuate major access points with a recognizable landscape treatment to heighten the sense of arrival.
 - Expand the entry treatment at the Interstate 64/Mercury Boulevard interchange.
 - Mark the Interstate 664 access points consistent with those of Interstate 64.
 - Provide unique landscape images at each entry point.
- Create a pedestrian system to better link the various land uses including safe pedestrian crossings of Mercury Boulevard. Particular attention should be given to Coliseum Drive since this is the main link between the retail area of Mercury Boulevard, and the hotels, the Coliseum, and Bluebird Gap Farm.
- Upgrade the design elements in Mercury Central.
 - Develop a design guideline manual in consultation with the business owners in the district.
 - Institute a design review process for new development and redevelopment.
 - Increase landscaping along public streets and on private properties.
 - Improve streetlights, traffic lights, public signs, etc., to create a unified appearance throughout the area.
 - Reduce the size of freestanding signs and encourage monument type signs.
 - Relocate overhead utilities underground.
 - Create a directory system to enhance patrons’ ability to find their way around to the various uses in the area.